

# TURNING POINT

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**Wisconsin Division of Public Health**  
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## What Is Turning Point?

Turning Point is a statewide planning initiative to transform the public health system and create a healthier Wisconsin. A chief product of this initiative will be the publication of the state health plan as required of the Wisconsin Department of Health and Family Services (DHFS) by s. 250.07 Wis. Stats.

Turning Point is a collaborative effort by many, in and outside of state government. Through Turning Point the public health system will be modernized and revitalized to address current and emerging 21<sup>st</sup> century health and environmental problems, concerns and issues.

Turning Point will generate a number of important products including:

- ◆ A definition of public health for Wisconsin to include what it is, what it does, what we want it to be, and how it should be structured;
- ◆ Identification of Wisconsin's top public health priorities and the resources and strategies necessary to protect all, especially our most vulnerable citizens;
- ◆ A Public Health Improvement Plan for 2010, as required by state statute;
- ◆ Policy changes to support a sustainable transformation for the future; and
- ◆ Action steps that consider resources, partnerships, data, information and technology, and development of the public health workforce.

## Transformation Team is Appointed

In September 1998, Joe Lee, Secretary of DHFS, appointed 45 citizen and organizational leaders to the Transformation Team who will provide strategic leadership for the Turning Point initiative. These individuals represent a broad cross-sector of organizations and agencies involved in the health of the public. Members of the Transformation Team are: MaryAnn Borman, United Migrant Opportunity Services; Terry Brandenburg, City of West Allis Health Department; Stephen Braunginn, Urban League of Greater Madison, Inc; John Brill, University of Wisconsin-Madison, Medical School; Gail Chamberlain, Jefferson County Health Department; Neill DeClercq, UW School for Workers; Sarah Diedrick-Kasdorf, Wisconsin Counties Association; Kurt Eggebrecht, Medical College of Wisconsin;

Darryl Farmer, Environmental Health & Laboratory-Eau Claire Health Department; Patricia Finder-Stone, League of Women Voters of Wisconsin; Ellen Fitzsimmons, UW Extension; Seth Foldy, Milwaukee Health Department; John Fox, Wisconsin Association of HMOs/ Physicians Plus Insurance Corp.; Maria Gamez, Latino Health Organization, Inc.; Melinda Hanson, WI. Dietetic Association; Gary Hollander, St. Luke's Medical Center; Linda Huffer, DHFS-Division of Supportive Living; Gareth Johnson, Dane County Health and Human Services Department; James Johnston, WI. Department of Administration; Trudy Karlson, Wisconsin Network for Health Policy Research; Chris Korsmo, Planned Parenthood of Wisconsin; Mary Laughlin, DHFS-Health Care Financing; Janet Lewellyn, Shawano County Health Department; Sarah Lewis, Wisconsin Primary Health Care Association; Carol Lobes, Wisconsin Clearing House; Sally Lundeen, UW-Milwaukee School of Nursing; Karen Martin, Ho-Chunk Nation; Patricia McManus, Milwaukee Baptist Church and the Black Health Coalition of Wisconsin; Nancy Miller-Korth, Great Lakes Inter-Tribal Council; Elaine Mischler, Wausau Insurance; Fred Moskol, Wisconsin Office of Rural Health; Glenn Mueller, WI. Department of Natural Resources; Greg Nycz, Marshfield Clinic; James O'Keefe, Wisconsin Alliance of Cities; Juanita Pawlisch, WI. Department of Public Instruction; Sr. Renee Rose, Wisconsin Catholic Conference; Doris Schoneman, Marquette University School of Nursing; Abdulcadir Sido, Madison Area Technical College; Dale Taylor, UW-Eau Claire; Jane Thomas, WI. Department of Commerce; Deborah Vineburg, Wisconsin Jewish Conference; Julie Willems Van Dijk, Marathon County Health Department; Earnestine Willis, Medical College of Wisconsin & the Center for Urban Children; Meg Ziarnik, DHFS-Division of Public Health; and Ned Zuelsdorff, WI. Department of Agriculture, Trade and Consumer Protection. Appointments from the business sector, hospital sector, and the Asian community are pending.

The Transformation Team has been meeting monthly since October 1998. The team has drafted a definition of public health and a vision statement. They have also developed a set of principles/core values to help them guide their work within Turning Point. The Transformation Team is currently working on determining the basic essential services of the public health system and the roles, responsibilities, and accountability of the partners in this system.

## Data Expert Advisory Workgroup to Develop Priority-Setting Model

Members of the Data Expert Advisory Workgroup have been appointed by John D. Chapin, Administrator and State Health Officer, DHFS, Division of Public Health. They have been meeting since August 1998 to develop a model for setting statewide health and systems priorities. They agreed that the recommended model:

- ◆ Be mission-driven
- ◆ Focus on the health and well-being of the population
- ◆ Recognize priorities with high impact solutions
- ◆ Be practical and efficient
- ◆ Invite input from a variety of stakeholders
- ◆ Use science-based principles

Members of the Data Expert Advisory Workgroup include:

Nancy Chudy, Division of Public Health; Jean Dorch, Chippewa County Department of Public Health; Elaine Eaker, Marshfield Medical Research Foundation; Merton Finkler, Lawrence University Department of Economics; Beth Fiore, Division of Public Health; Patricia Gadow, Madison Health Department; Elizabeth Giese, Division of Public Health; Gary Gilmore, UW LaCrosse; Patricia Guhleman, Division of Health Care Financing; Paul Gunderson, Marshfield Medical Research Foundation; Larry Hanrahan, Division of Public Health; Jeanne Hewitt, UW-Milwaukee Occupational Health Nursing; Neil Hoxie, Division of Public Health, Marjorie Hurie, Division of Public Health; Trudy Karlson, Wisconsin Network for Health Policy Research; Russell Kirby, UW Milwaukee Clinical Campus; Kate Kvale, Division of Public Health, John Pfister, State Laboratory of Hygiene; Patrick Remington, UW Dept. of Preventive Medicine; Susan Riesch, UW School of Nursing; Roberta Riportella-Mueller, UW-School of Human Ecology; Barbara Rudolph, Division of Health Care Financing.

## Community Review Teams Meet

During March and April 1999 approximately 200 members of the Community Review Teams gathered at locations throughout Wisconsin to provide input to the Turning Point initiative. They are advisory to the Transformation Team and provide community accountability to the process. During March and April 1999 the first meeting of each of these five teams was held in Madison, Milwaukee, Minocqua, Kimberly, and Eau Claire. Participants from many different sectors identified their concerns about the health of their communities and the environment, and provided ideas about what improvements are needed. Summaries of all meetings were presented to the Turning Point Transformation Team in May 1999. Copies of the report will be mailed shortly.

If you are interested in becoming a member of a regional Community Review Team, please contact Margaret Schmelzer or Julie Mallder at the Turning Point Office number identified below.

## Wisconsin Awarded Turning Point RWJ Grant

The DHFS is pleased to announce that the Robert Wood Johnson Foundation has granted a two-year award to the DHFS for the Turning Point Initiative. The grant will provide funding to increase the existing technical and administrative support and bring forward new professional resources for this important initiative. The amount of the grant award will be officially disclosed by the Robert Wood Johnson Foundation in the future. The application for funding was written by Margaret Schmelzer and Sheila Sjolander on behalf of the DHFS.

## Turning Point's Strategic Planning Team

Significant in-kind staff resources have been allocated by the Wisconsin Division of Public Health, the Wisconsin State Laboratory of Hygiene, and the DHFS Office of Strategic Finance to manage the Turning Point initiative. This is known as the Strategic Planning Team and represents an innovative inter-governmental model that spans planning, quality improvement, and public health expertise. These professionals include:

- ◆ Sheila Sjolander, Strategic Planner from the DHFS Office of Strategic Finance, has been appointed to Turning Point for a minimum of 25% of her time. She provides planning and evaluation expertise and assures the linkage of Turning Point recommendations to the DHFS Strategic Business Plan.
- ◆ Peggy Hintzman, Assistant Director from the WI State Laboratory of Hygiene, has been dedicated to Turning Point for 50% of her time. She provides quality improvement and process management expertise, and is the President-Elect of the Wisconsin Public Health Association.
- ◆ Margaret Schmelzer, Public Health Nursing Director of the DHFS Division of Public Health has committed about 80% of her time to Turning Point. She serves as the Chief of Wisconsin's Turning Point Initiative and provides public health expertise and national linkages as the Chair of the National Public Health Leadership Society Council.
- ◆ Julie Mallder, as the Operations Manager of Wisconsin's Turning Point, is dedicated to Turning Point for 100% of her time. She provides technical and organizational expertise to the overall management of Turning Point resources and activities.

## **Dates of Future Activities**

**May 5 Transformation Team meets at the Ramada Inn, Eau Claire**

**June 1 Data Expert Workgroup meets at the State Lab of Hygiene, Madison**

**June 17 Transformation Team meets in Madison at the Holiday Inn East**

**July 7 Transformation Team meets in Madison at the Holiday Inn East**

**July 20 Data Expert Advisory Workgroup meets in Madison**

**Aug. 5 Transformation Team meets in Madison**

**For more information contact:**

**Julie Mallder, Operations Manager  
Wisconsin Turning Point Office  
Wisconsin Division of Public Health  
1414 E. Washington Avenue, Room 233  
Madison, WI 53703  
VOICE: (608) 267-9007  
FAX: (608) 264-6078  
EMAIL: malljl@dhfs.state.wi.us**